

Unlocking the power of AI: transforming marketing and communications

Agenda



Introductions

. Introduction to AI in marketing and comms



Lightful's approach to Al 0

Lightful AI tool demo

(B) Q&A

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About Lightful

Lightful is a certified B Corp powering social and environmental change. Our services are designed to support organisations to amplify their voices and multiply their impact.

Lightful helps nonprofits develop the digital skills and confidence needed to tell compelling stories, build trust, and raise more money. We partner with individual and institutional donors to provide nonprofits all over the world with purpose-built online tools, practical advice, and tailored training.

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What excites or concerns you about AI in marketing?





An introduction to generative Al



Generative AI, or generative artificial intelligence, is a type of AI that can create new content, such as: text, images, music, videos



61% of charities are currently using AI in their day-to-day work or operations



Getting started



Where to start

- Have a go: familiarise yourself with the tools available
- Think it through: define how you will use AI at your organisation
- Always keep a 'human in the loop'
- Play to your strengths what would free you up to add more value to your work?



Some starter ideas



Automate routine tasks

• Content creation and curation



Data analysis and reporting

Segmentation and donor outreach (**0**)

.0 Donor stewardship recommendations

.0. Survey analysis



Writing prompts













Give information in a sequence



Write in a neutral tone

Test and refine

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Tools

- ChatGPT
- Claude
- Copilot
- Chatbase
- Jasper
- BingAl
- Bard

- Canva
- Dall-E
- Adobe Firefly
- Midjourney
- Stable Diffusion

- HeyGen
- Synthesia
- Runway
- Beatbot





Based on your strategy and objectives, here is a suggested LinkedIn content calendar for November for Regen Organics. This plan incorporates relevant awareness days and follows the themes of food security, training, partnerships, and organizational culture.

Week 1: Impact on Food Security and Education

Theme: Showcasing how Regen Organics directly contributes to food security and improved livelihoods for farmers.

- 1. Wednesday, Nov 1 National Fertilizer Day (US)
- Topic: Infographic on "How Regen Organics' Fertilizer Boosts Crop Yields for Farmers"
- Creative: Engaging infographic with visuals showing yield growth, family livelihood improvements, and community impact.
- Call to Action: "Discover how sustainable fertilizers are transforming agriculture for local communities."

2. Friday, Nov 3 – Success Story

- Topic: Video Testimonial from a Farmer on Increased Yields
- Creative: Short video (30–60 seconds) of a farmer discussing the positive impacts of using Regen Organics' fertilizers on crop yields and family well-being.
- · Call to Action: "Hear directly from those on the frontlines of sustainable agriculture. Watch



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Subject: Together, We Can Make a Difference This Giving Tuesday 💥

Dear [First Name],

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This Giving Tuesday, we invite you to make an impact alongside Hope Haven. As one of our most loyal supporters, you know that when a child's life is transformed, it ripples through families, schools, and communities.

At Hope Haven, we specialize in helping children with intellectual and developmental disabilities, behavioral challenges, and educational barriers overcome obstacles to achieve their full potential. Families come to us when they feel like they've exhausted all options, and we show them that hope is not lost—it's just the beginning.

Why Your Support Matters

1 in 5 children faces developmental, psychological, or academic challenges. Many of these children require complex, specialized services that families often struggle to afford. Your generosity makes it possible for us to provide scholarships, sliding-scale rates, and, when needed, free services to the families who need us most.

Here's how your contributions help:

- Advocacy: Ensuring families receive full access to funding and resources.
- · Tailored care: Offering multi-disciplinary services that meet each child's unique needs.
- Lifelong support: From their first steps to their first job, we're with them for the journey.

This year, we've been inspired by stories like [insert a short, specific client story or impactful statistic], reminding us why our mission matters.

Join Us in Spreading Hope This Giving Tuesday

Your donation empowers children and families to overcome challenges and embrace a brighter

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Donor Stewardship Plan for Hope Haven's Giving Tuesday Campaign

A comprehensive donor stewardship plan ensures that donors feel valued and remain engaged beyond the initial gift. For this campaign, we will create a multi-tiered plan that reflects donor contributions, reinforces impact, and nurtures long-term relationships.

1. Donor Segmentation

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Segment donors based on giving levels and engagement:

- First-Time Donors: New contributors inspired by Giving Tuesday.
- Returning Donors: Supporters who have given to Hope Haven in the past.
- Major Donors: Individuals contributing above a predetermined threshold (e.g., \$500+).
- Recurring Donors: Monthly or annual donors who give consistently.



3. Communication Cadence

Timeline	Action	Channel
Day 1	Thank-you email	Email
Day 3-5	Social media acknowledgment	Social Media (if opted-in)
Week 1	Personalized thank-you note or phone call	Mail/Phone
Week 2	Campaign Impact Snapshot	Email
Week 4	Blog post link on campaign impact	Email/Social Media
Month 2	Quarterly updates and upcoming events	Email
Month 6	Mid-year impact report	Email/Mail
End of Year	Annual impact summary and stewardship gift	Email/Mail



😟 Lightful Glossary Chatbot 2 Hi! What digital word or phrase would you like me to explain? What does CTR mean? What's the difference between reach and impressions? Tell me some examples of website analytics terms > P





generate an image of a large purple lightbulb in front of a deser $\ensuremath{\mathcal{O}}$







Lightful's approach to Al



Lightful's AI squad





Lightful's approach to using Generative Al

We have encapsulated our approach in three guiding principles:

Building responsibly

 Al advice is guided to add capacity for users, with user feedback and understanding constraints

Building equity

 AI that creates equity enhancement, where small organisations can significantly benefit

Building trust

 Al tools only if it helps to craft empathetic, authentic, logic-based trust-building work

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G. lightful What we do v What we help v What we are v Our impact v Contact us Login

Proceeding responsibly -Lightful's approach to generative Artificial Intelligence (AI)

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At Lightful, our committeent to supporting nonprofits in their mission to do the greatest good arives or appland an of the latest technological advancements.

We be level networks source approach the over evolving indicate of them only with a healthy data of sourcestam, but as we do, use thing the draw of networks had careful considerations. For instance, we can use any a watchuld eveloption that integrating with ones like the Metowere and Digital Constructs.

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Building trust
Building equity
Building reasonably

Due of our underplinning Lighthil Volues is: "We build trust." This is done by being out-remit, amputation, and togethill which the vacuum data much means the weath on the owner, have and data was Al-powerer takes, and then into the take our nonpetitiv partners to increase the constant of a data was required and logic takes that the into some ownership have to be taken added.

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Bur vision is a future where nonprofils have the power to preach more equitable communities and a healther planet. Which is (all guardistic created and is all calculate below there is an associative to proceed responsible all AL the and its are tow is can wreak as and only for more assisted hearings. Suit or more ast and a cancel a begin to this or inverse as and only for more assisted to the suit of the suit of a cancel a begin to this or inverse. Treach what is the new app of about?

Threads: should your nonprofit join the new social app?

Hetc's latest app goined over 100 million csass in just a few days, becoming one of the .

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Areas to consider in your organisation's approach to using Generative Al

Responsibility & accountability

- Al systems should be accountable and traceable
- They should avoid conflicts with human rights norms and threats to environmental wellbeing

Transparency

- Transparency and explainability is key
- People should understand how AI is being used, and if and when data is being stored

Fairness

• Al tools should promote social justice, fairness, and non-discrimination

Inclusivity

 Al should always take an inclusive approach to ensure Al's benefits are accessible to all



powered by **Olightful**



Enhance your content with our AI tools!

Al tools to support you in digital content creation and ensure you're engaging as many supporters as possible!

Al Persona Creator

- Create audience personas and use them to tailor communications
- Speak to the right audiences, with the right message to increase engagement
- Increase your visibility amongst specific audience groups

AI Ethical Storytelling tool

- Make your stories ethical and purpose driven
- Ensures your content is authentic, dignified and empowering to drive engagement
- Safeguard your service users by protecting their identity

Compose with AI feedback

- Check your social media captions are engaging and include the right details to attract the attention of your audience
- Re-draft your captions to drive action and increase engagement
- Get inspiration on how to better target your audience



Demonstration time



Resources



Try our tools!

Lightful Social Platform

The #1 social media tool for charities

Speed up social scheduling, increase impact and save time. The free and paid plans are packed with charity-specific features.

That's why Charity Digital News rated us the most cost-effective, influential social media management platform for charities.





Al policy template





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Purpose

How will Al help us achieve our missi

For example, consider why AI is being adapted in your organisation? How will it help you to achieve your minima and serve you baneficiaries?

Ethical use

How will we ensure AI is fair and doesn't cause harm?

Consider how you will use AI tools to promote social justice, fairness, and non-discrimination.

How do we avoid bias in Al?

What measures will you put in place to address any blac? How will you take an inclusive approach?

Data privacy

What data do we collect for Al?

What types of personal data are involved? Are you only collecting only the data you need?

Al prompt tip list





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Al Prompt tip list

An AI Prompt is any form of text, question, information, or coding that communicates to Generative AI what response you're looking for. To use AI in a way that will result in the best outputs (and fewer failed attempts), here are our top tips for Prompt design!

_	response
	Be specific. Sensitives thelps to be directive about the format or type of answer you want. For instance, if you want a summary, specify that is your heavy
	Avoid ambiguity Try to avoid ambiguous terms or phrases that could be interpreted in multiple ways, the as straightforward as possible to get the most accurate and helpful response
	Keep R short While ID reportant to provide enough information, being contine and to the point can also be beneficial in receiving a clear and direct response
	Write in a neutral tone Raintain a mutual tone to avoid biasing the request. A modul tone can help is defaiting an urbiased and abjective answer
	Frame the question Frame your quarties well. If you've leading for datafed information, you regist plenae your quarties offferently than if you've leading for a brief answer
	Provide context Provide context in the second interaction is high the displacement of the question. If measures and allow are turned but related to the context of the second interaction is a model provide safety, process the solution distribution to the provide model to be information you're strengt in these discardeds is not sensitive and you have permission to have to.
	Use examples formerine providing an example within your Poingt can help clarify your respect and polite the Al bowards the list of response you are buying for
	Provide information in a sequence If your requirit both on previous information, ensure that the sequence of information is logical and easy to follow
	Test and refine. If the indirectoryproduction of our expectations, you can inplease and refine your presents to improve the senses: Adding the A total scale is provided in the sense of the sense that have a good tatch, that is asses that each requires from Good whigh in energy cars, so the better your includ journeys, the lease regionation of requests youll require

Q&A

Let us know if you have any questions



Thank you for joining us, let's keep in touch!



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@lightful



@lightful



